***Extra Innings Project ~ Sports Drink***

A sports drink company wants your marketing firm to create a new sports drink, find a sport for the company to sponsor, research the market surrounding that sport, and create an advertising plan for them. The company would prefer a less popular sport (so the following sports are out of the picture: football, baseball, hockey, soccer and basketball). The company wants consumers to see its product as fresh, exciting, invigorating, young and daring.

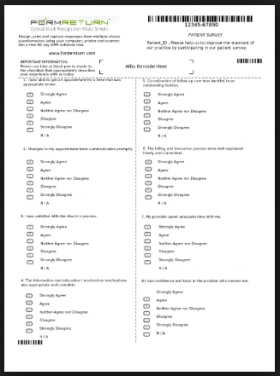
***Sports to consider:*** Skiing, Sledding, Snowboarding, Ice Skating, Tennis, Bowling, Bossaball, Rock-Climbing, Boxing, Kayaking, Longboarding, Wakeboarding, Water Skiing, Jet Skiing, Stand-Up Paddling, Golf, Croquet, Polo, Frisbee, Biking/Cycling, Darts, Billiards (Pool) and the list goes on forever…

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**Challenges (make sure all of your answers coincide with one another):**

1. **RESEARCH** ~ Use the Internet to research different sports that interest you.   
   Try to find a new, unique or up-and-coming sport. It can be a team sport or an individual sport.   
   Briefly describe the sport below. **Include links** to websites you used to research the sport.   
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2. **MARKETING** ~ Answer the following ***OPINION-BASED*** questions.
   1. Explain why this team or individual is seeking publicity.   
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   2. Why is this sport/sporting event a good place/option for you to launch the new sport drink?   
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   3. What features/characteristics of the sport or player can be related to the sports drink’s characteristics? Why are they a good marketing match?  
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3. **DEMOGRAPHICS** ~ What are the demographics **of the fans** for your chosen sport? Include age range, gender majority, income levels, buying habits and any information pertaining to the fan’s participation in the sport. Some sports will have this information available on their websites. Others will not; therefore you can use **“I think…”** statements to make educated guesses based on the info you do know. What do you know about them that will help you design a new sports drink?

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1. **SURVEY** ~ Prepare a professional looking survey that could be handed out to the fans attending a sporting event.   
   1) What main points will you ask within your questions?   
    What do you want to know from the consumers?

~ About their drink choices? Flavors, Sizing, Packaging, Frequency of Purchase?

~ About the sport itself? Favorite Players, Cost of Sport, Buying Behaviors, etc.

2) Don’t waste their time with silly questions. Ask meaningful questions that will provide good materials to work with and help you make good marketing decisions.

3) And lastly, *“****What’s In It For Me?****”* How will the fans be   
rewarded for taking the time to fill out the questionnaire? (Create Survey in a NEW ~ Word Document)

1. **LABEL DESIGN** ~ Save a large drink bottle from your home or lunch. Using the computer, design a label for your drink bottle that represents your new drink. Make sure it is attractive enough to catch your consumer’s eye and focuses on “what the consumer wants.” Determine the best selling points of the sports drink and use them to attract the consumer’s attention such as nutrition or energy. You can use whatever program you are most comfortable working with. Paint, Word & Publisher are probably your best options.

***Items to remember: Name, flavor, size (oz), images, nutrition label, barcode, etc.***

1. **ADVERTISEMENT** ~ Lastly, create an advertisement for the new sports drink. Again, focus your attention   
   on the target market (fans) you are trying to reach and the major benefits of using this new product over existing products. Remember to cover your 4 P’s of Marketing (***Product, Price, Place & Promotion***). Be Creative with your colors and pictures!

You should submit each piece as you finish them and get approval to move on.   
Therefore, you will submit (show me, do not print!) your choice of sport and the **#1 - 3 RESEARCH**   
you completed before you move onto the fan **#4 – SURVEY, #5 – LABEL & #6 – ADVERTISEMENT**.

**When you are completely finished you should have:**

* This organized Word document with information provided under # 1, 2 & 3 (9pts)
* A separate Word document containing your professional **SURVEY** (11pts)
* A draft copy of a Sport Drink **LABEL** (15pts) ***(Print a Color Copy at Home for 2pts E.C.)***
* An **ADVERTISEMENT** for the new sports drink product (15pts).

Consider the following when creating the label and advertisement:

* Colors
* Fonts
* Graphics
* Promotions



Track Runners

Energy & Speed

Usain Bolt the Athlete

Lightning Bolt Graphics



Gatorade Tiger Example